A Planning Document for…

# THE CITY OF WHITEWATER, WISCONSIN

# WEST WHITEWATER NEIGHBORHOOD DEVELOPMENT PLAN

Adopted by Plan and Architectural Review Commission: November 12 and December 10, 2001

Certified by City Council: January 15, 2002

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# I. Introduction

This *West Whitewater Neighborhood Development Plan* (WWNDP) has been prepared as a component of the City's master plan under Section 62.23, Wisconsin Statutes. The purpose of the *WWNDP* is to provide detailed recommendations for the arrangement of land uses, appropriate zoning, private development design, transportation systems, and parks and open spaces within the planning area.

This detailed plan will provide a clear understanding of the City's overall expectations for the future development of the planning area. Future development projects should be generally consistent with the *WWNDP*. However, the City should also be open to considering improvements to this Plan as future private development proposals are brought forward. Also, subsequent detailed engineering and environmental analyses may necessitate changes.

The *WWNDP* is an outgrowth of the City's *Quadrant Neighborhood Land Use Plans*—specifically the Northwest Neighborhood Plan—last updated in 1996. The 1996 Northwest Neighborhood Plan provides general goals and recommendations for the planning area. The *WWNDP* is designed to provide land owners, developers, and public decision makers with a more precise vision of the desired form, pattern, and location of future growth near the western edge of Whitewater. The *WWNDP* was also informed by the City's 1997 *Park and Open Space Plan* and 2000 *Comprehensive Bikeway Plan.* In instances where conflicts between the recommendations of the *WWNDP* and previous City plans occur, the recommendations of the *WWNDP* should take precedence.

Preparation of the *WWNDP* was guided by a public brainstorming session held in Fall 2000. Next, a concept plan was presented for public review and comment in January 2001. Finally, the City Plan Commission held a public hearing on this detailed plan document and map over the course of three meetings between September and November 2001. All directly affected property owners and local governments were notified of these meetings.

# II. Summary of Existing Conditions

## A. Location

The *WWNDP* planning area encompasses much of the City's expanding west side. The planning area is generally bounded by Tratt Street (Highway N) on the east, a private airport and large wetland area on the north, the pending U.S. Highway 12 Bypass on the west, and Walworth Street (Highway S) on the south. Nearly the entire planning area is within the Whitewater Sanitary Sewer Service Area, where the City anticipates that urban development may occur over the next twenty years. The Southeastern Wisconsin Regional Planning Commission (SEWRPC) and the Wisconsin DNR have both approved the Sewer Service Area boundary. The eastern portions of the planning area are presently within the City limits, while the western portions are divided among the towns of Cold Spring, Whitewater, Koshkonong, and Lima.

## B. Natural Features

The planning area is relatively flat to gently undulating. There are few steep slopes, except adjacent to a south-to-north stream running through the center of the planning area. Large parts of the planning area are very poorly drained.

There is a large swath of environmentally constrained lands that bisects the planning area from north-to-south, with a branch extending to the eastern edge. This contiguous tract provides opportunities for wildlife habitat, future recreational trails, attractive views, natural stormwater

management, and an amenity for nearby development. It also provides severe limitations for future development. These environmentally constrained lands include SEWRPC-mapped environmental corridors, perennial and temporary streams, regulated wetlands, areas of mostly fallow farmland, and large areas of "hydric" soils. Hydric soils were formed under wet conditions and are frequently drained wetlands. There are no mapped floodplains in the area, but this is probably because no floodplain study has ever been conducted. These environmentally constrained lands are subject to seasonal flooding.

A second north-south environmental corridor extends along the western edge of the planning area. Most of this area is outside of the Sewer Service Area. This second environmental corridor system suggests a long-term boundary for future urban growth.

The Native American mounds in the southern part of the planning area are perhaps the area's most remarkable landscape features. The largely intact mound group rests within the existing Indian Mounds Park, with other degraded mound remnants southwest of the park.

Cold Spring Road, which runs through the northwest part of the planning area, has been designated as a "Rustic Road" by WisDOT. This designation is reserved for roads that have outstanding natural features, including native vegetation, abundant wildlife, open areas, or agricultural vistas that make the area unique. Cold Spring Road is lined by mature trees within much of the planning area.

*View of planning area from north, including large wetland complex.*

## C. Existing Land Use Pattern

The planning area includes a transition between the City's urban land use pattern and a rural intensity of land use. In general, the southeastern part of the planning area is developed with single family residential uses, and the northeastern part of the planning area is developed with a mix of single family, duplex, and multiple family uses. The University of Wisconsin—Whitewater campus is located east of the planning area. The highest intensity land uses are along West Main Street (Highway 12). These include large-scale commercial uses extending as far west as Pearson Lane. The western parts of the planning area are generally in agriculture and open space uses, but there are two rural subdivisions southwest of Highway 12 and a couple of scattered commercial uses along that highway. The Town of Koshkonong reports that there are groundwater quality issues associated with a closed landfill in the Town. This issue should be thoroughly researched prior to the digging of any new municipal or private wells in the area.

## D. Existing Transportation Facilities

Highway 12 is the dominant transportation facility in the planning area. The road has a four-lane urban cross-section east of Indian Mound Parkway, and a two-lane rural cross-section west of Indian Mound Parkway. Traffic volumes on Highway 12 increased to 16,600 vehicles per day east of Indian Mound Parkway by 1999. Based on WisDOT traffic projections, the pending Highway 12 Bypass will reduce traffic volumes on the existing segment of Highway 12 (West Main Street) by an estimated 25% in the near term, with traffic volumes not expected to return to current levels for a period of ten to twenty years.

*View of planning area from northwest; main road is Highway 12.*

The Highway 12 Bypass corridor is located near the western edge of the planning area. The bypass is scheduled to be constructed by 2003 as a two-lane highway with at-grade intersections at Walworth Street and Tri-County Road. WisDOT is acquiring enough right-of-way to allow future expansion to four lanes, with interchanges at these two crossings.

Other major roads through the planning area include Tratt Street on the eastern edge, Walworth Street on the southern edge, and Indian Mound Parkway connecting Walworth Street to West Main Street. Walworth Street becomes Rock County Highway N to the west, eventually connecting with Highway 59 and Interstate 90 in Newville. Walworth Street is therefore a major regional route into Whitewater, with traffic using Indian Mound Parkway and West Main Street to access the University campus.

# III. Plan Objectives

The *West Whitewater Neighborhood Development Plan* map, included with this document, depicts several distinct planned development groupings characterized by different land use mixes and densities. These groupings are intended to be tied together by an interconnected road network and the area's open space system.

The planned road network is also designed to provide appropriate connections to the rest of the City and region. In particular, two planned road segments would provide more direct access to the UW-Whitewater campus. Given other potential future Highway 12 improvements between Whitewater and Madison, including a possible Fort Atkinson bypass, Highway 12 could very well become a preferred route to the Madison area in the future.

The development scheme is complemented by a proposed environmental and recreation corridor that runs nearly the entire length of the planning area from north to south. This open space corridor follows existing areas with significant development limitations. It also could link various development areas with existing and planned recreation facilities.

The *WWNDP* is based on and reflects the following more specific objectives:

## A. Growth Management

1. Encourage orderly and planned growth.
2. Plan for a mix of uses that complements, and does not jeopardize, development objectives and desired locations for different types of uses in other parts of the City.
3. Manage the rate and intensity of planned development to coincide with the City's ability to provide services and manage impacts.
4. Direct development away from environmentally sensitive areas and plan for new development that does not negatively impact the environment or other property owners.
5. Discourage premature rural development within the Sanitary Sewer Service Area.
6. Attempt to work cooperatively with surrounding governments on issues such as municipal boundaries (e.g., making sure annexations do not create town islands), stormwater management, and road maintenance.

## B. Development Arrangement

1. Provide attractive settings for housing, jobs, shopping, and recreation in proper relationships to one another.
2. Concentrate higher intensity, mixed-use development near major intersections.
3. Direct lower intensity, predominantly residential uses to areas around open space.
4. Use the transportation and open space systems to provide appropriate breaks between different land use types and intensities.
5. Provide for well-designed, University-oriented housing in the Tratt Street area.
6. Prioritize redevelopment of aging commercial properties on West Main Street.
7. Avoid the westerly extension of an unbroken commercial strip along West Main Street in order to preserve community image, control signage, control access, manage traffic, protect the viability of other existing and planned commercial areas, and ensure land use compatibility to residential areas.
8. Relate neighboring land uses to each other through integrated site planning, lighting and signage control, and interconnections for walking, biking, and driving.

## C. Community Design & Identity

1. Assure that new development includes high-quality building, site, landscaping, signage, and lighting design (consistent with city and town ordinances), and fits within the context of a mid-sized, free-standing community.
2. Design new developments in a manner that respects the pedestrian as well as the automobile (e.g., separated walkways, connections between developments).
3. Within planned areas, encourage commercial development that reflects desired architectural treatments and the scale of surrounding uses. Consider "big box" retail and franchise commercial uses only where high-quality design reduces the use of standardized architectural features and contributes to Whitewater's existing and desired development character.
4. Recognize that West Main Street will remain the City's "front door," and assure that the public streetscaping, private development quality, and signage enhances the City's image.
5. Orient new development to adjoining open space without restricting public access or views to that open space.
6. Effectively mark important approaches, transitions, and gateways to significant community features, such as downtown, office parks, and the UW-Whitewater campus.
7. Within planned residential areas, promote the concepts of "new community design," which include:

    - Mix of housing types, lot sizes, and densities, including single family housing, condominiums, garden apartments, and senior housing.
    - Development of neighborhood focal points, such as parks and schools.
    - An interconnected network of streets sized to correspond to traffic volumes.
    - Orientation to the pedestrian through sidewalks, paths, and inter-connections.
    - Using clustered development layouts where projects are adjacent to natural areas.
    - Modest front yard setbacks and avoidance of "garage-scape" street appearance.
    - Use of natural stormwater management to control water quality and quantity.
    - Restoration of degraded environmental features, such as wetlands and stream banks.

## D. Transportation Connections

1. Provide safe, convenient transportation connections for motorists, non-motorists, children, and adults within different parts of the neighborhood and to important community facilities outside of the neighborhood.
2. Enhance the neighborhood's accessibility to the City and larger region through the Highway 12 Bypass and other recommended road projects, while assuring that such projects do not dominate the area.
3. Provide alternative road routes between the UW-Whitewater and regional highways.
4. For planned local streets, emphasize access and connectivity over moving traffic quickly.
5. Provide multiple road connections to all new subdivisions and other large developments.

6. Provide bike and pedestrian routes through the environmental corridor and along neighborhood streets in accordance with the *Comprehensive Bikeway Plan.*
7. Minimize driveway access onto arterial and collector streets. When such streets are built or reconstructed, consider traffic control features to control speeds and increase pedestrian and bicyclist safety, including pedestrian refuge medians, bulb-outs at intersections, and bike lanes.

## E. Open Space and Recreation

1. Protect and buffer environmental and archeological resources, and recognize development opportunities and constraints that these features present.
2. Use environmentally constrained lands to define the edges of development groupings, serve multiple natural and recreational functions, and enhance neighboring property.
3. Recognize that environmentally constrained lands shown in this *Plan* have been mapped from generalized sources, and that actual conditions may vary. Refine the boundaries of environmentally constrained lands as development projects are proposed near these areas, with refinements based on actual site conditions.
4. Encourage neighborhood and site development design that responds to, and is sensitive towards, the open space system.
5. Pursue the dedication and acquisition of park lands within and adjacent to natural areas.
6. Provide for an expansion to Indian Mounds Park south of West Main Street, and acquisition of a new community park north of West Main Street (closer to Tratt Street).
7. Reserve low-lying areas for stormwater management basins. Encourage regional stormwater basins wherever possible. Design stormwater management facilities to reduce pollutants entering surface water from developed properties, considering features such as bioretention, vegetated swales, infiltration trenches, and filter/buffer strips.
8. Use low-impact street design techniques for roads crossing and adjacent to environmentally sensitive lands to minimize surface water pollution.
9. Ensure that residential development projects protect environmentally sensitive lands, properly manage stormwater, and provide adequate parkland suitable for active recreational uses or contribute fees to pay for such facilities nearby.
10. Advise developers of commercial projects to dedicate to the City, or provide conservation or public access easements, over environmentally constrained lands to complete connections of these areas to parks and properly manage stormwater.

# IV. Specific Recommendations

The following recommendations are intended expand upon the above objectives and the attached *West Whitewater Neighborhood Development Plan* map. The recommendations are divided into three categories: transportation, environment/recreation, and land development. Existing and planned roads and environmentally constrained lands establish a critical framework for the planned land use pattern.

# A. Transportation

The attached plan map depicts recommendations for highways, major streets, local streets, and bike and pedestrian routes. Proposed roads respond to WisDOT's selected design for the Highway 12 Bypass, serve major activity centers, and provide local access to allow development of adjoining properties. Recommended road alignments are also sensitive to environmental constraints. When preparing its required "Smart Growth" comprehensive plan before the year 2010, the City should carefully evaluate the desirability of including the level of detail for planned roads that is shown on the attached map. In addition, the City should work cooperatively with surrounding governments on future road alignments and maintenance.

Specific development proposals and detailed traffic engineering may justify adjustments to the road plan, including slight changes to the arterial and collector road intersection points, changes in the shapes and alignments of roads, and possibly even removal of certain local roads. However, the following principles in road system and land use planning should be maintained:

- Public road connections should be made through and between parcels so that local traffic does not have to use major streets to travel between adjacent developments and subdivisions.

- Public roads should bisect deep properties, and cul-de-sacs should generally be avoided, in order to assure access to all properties and integrate individual developments into the larger community.

- Where different categories of planned land use are shown on either side of a planned road, any approved realignment of that road should consider the reconfiguration of planned land use areas to maintain the same relationship across the road.

Major transportation recommendations of this *Plan* include:

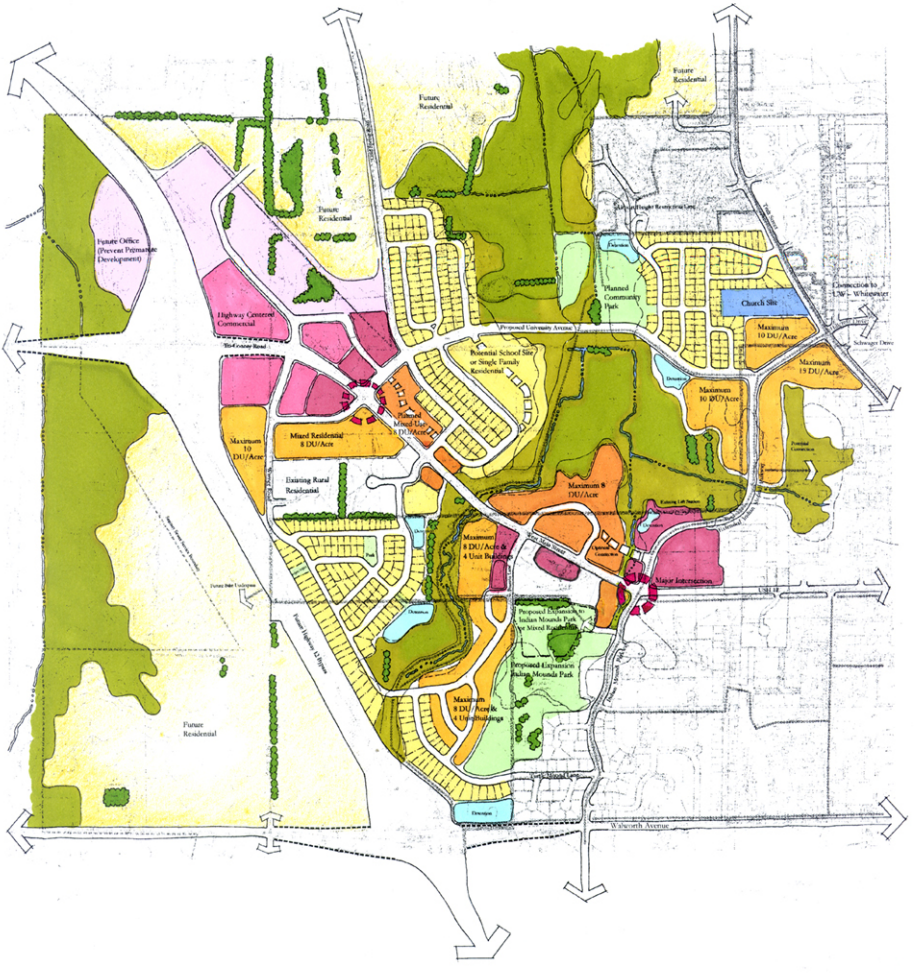
- *Highway 12 Bypass:* The plan map depicts the proposed right-of way for the Bypass, including the two proposed intersections at Tri-County Road and Walworth Street. The actual pavement will be considerably narrower—particularly given that the initial construction will be for a two-lane highway only. The map also shows where access onto Tri-County Road and Walworth Street will be restricted near Bypass intersections.

- *Indian Mound Parkway Extension:* The *WWNDP* recommends the extension of Indian Mound Parkway to the north from its present end at West Main Street. This road extension would greatly enhance access to the University and the City's growing northwest side. That extension is proposed to connect with Tratt Street at Hillcrest Drive (Walton Drive). The proposed curvilinear alignment and recommended connection at Hillcrest Drive would minimize disturbance of environmentally sensitive areas, avoid removal of currently developed properties, maximize access to the Walton Drive neighborhood, and maximize traffic visibility at the proposed Tratt Street intersection. The City should work with the University on a long-range plan to redesignate its campus entrance road from Schwager Drive to Hillcrest Drive. The Indian Mound Parkway extension should be constructed to the City's standards for collector streets, with controlled access and incorporation of design features to control speeds and increase pedestrian and bicyclist (e.g., refuge medians, bulb outs, bike lanes).

- *"University Avenue":* The *WWNDP* recommends a second new collector road labeled as "University Avenue" on the map. This road would provide an alternative connection to the University. An analysis of future travel times, including potential improvements to Highway

12 west of Whitewater, suggests that Highway 12 could become the preferred route to Madison in the future. As the only east-west road north of West Main Street, this road would also connect neighborhoods to each other and the planned community park. Future construction of the proposed "University Avenue" is not without its challenges. The permitting requirements and expenses associated with crossing environmentally constrained lands represent one set of challenges. A second challenge is addressing recommended road realignments near the proposed intersection of this road with Highway 12. The map suggests that the segment of Cold Spring Road south of its proposed "University Avenue" crossing should be realigned to remove the present angled connection to Highway 12. Affected local governments, WisDOT, and private property owners should work together to resolve this challenge. The proposed "University Avenue" should be constructed to the City's standards for collector streets, with controlled access and incorporation of design features to control speeds and increase pedestrian and bicyclist safety (e.g., refuge medians, bulb outs, bike lanes).

The City should update its Official Map to reflect the major road recommendations of this *Plan* and current ordinance standards for road rights-of-way.




Proposed road alignments and boundaries of proposed parks, land use areas, and environmentally constrained lands may be adjusted based on future City acquisition interests, specific private development design, or detailed site environmental surveys. See text of plan for additional details.

# West Whitewater Neighborhood Plan

*City of Whitewater, Wisconsin*

- Single Family Residential
- Mixed Residential
- Planned Mixed Use
- Community Commercial
- Highway Commercial
- Office
- Institutional
- Parks
- Environmentally constrained Lands
- Hydric Soils Not in Wetlands
- Potential Bike Routes
- Restricted Access Right of Way
- Sanitary Sewer Service Boundary

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## B. Environment/Recreation

Sensitive natural and archeological areas cover large parts of the planning area. In addition, the City's *Park and Open Space Plan* identifies the future need for a community park north of West Main Street, and additional active park space south of West Main Street.

The *WWNDP* seeks to create a connected network of open spaces consisting of undisturbed natural areas and active recreation areas tied together via paths. In general, active recreational areas (parks) should be placed at the edges of residential areas and environmentally constrained lands. Overall, the planned natural and recreational areas will help define the planning area as it develops in the future.

Major environmental and recreational recommendations of the *WWNDP* include:

- *Refinement and Protection of "Environmental Corridors and Wetlands":* The environmental corridor that crosses the neighborhood from north to south is perhaps the centerpiece of the *WWNDP*. The *Environmental Corridors and Wetlands* delineation on the plan map includes all SEWRPC Secondary Environmental Corridors and DNR-mapped wetlands. New development should be discouraged in these areas, and is often very limited by zoning. Development types on adjacent lands should be limited to those which will not impair the resource, and should ideally be buffered from the edges through space and vegetation. Generally appropriate uses within the *Environmental Corridors and Wetlands* delineation include open space, non-structural recreational uses, and farming. These lands may be considered for more intensive uses if (a) detailed studies reveal that the characteristic(s) which resulted in their designation as *Environmental Corridors and Wetlands* is not actually present, (b) approvals from appropriate agencies are granted to alter a property so that the characteristic which resulted in its designation will no longer exist, or (c) a mapping error has been identified.

- *Refinement and Consideration of Other Environmentally Constrained Lands:* Other environmentally constrained lands marked on the plan map include *Hydric Soils Not in Wetlands.* These delineations were taken from the U.S. Soil Conservation Service's soil surveys for Walworth and Jefferson Counties. If drainage systems within these soils were removed, plugged, or damaged, these areas frequently revert to wetlands. Further, hydric soils often provide wet and unstable building sites. Therefore, the City should generally discourage structural development within mapped *Hydric Soils Not in Wetlands.* Proposals for structural development in these areas should be

*Environmental corridors serve multiple functions for the City.*

preceded by more detailed soil testing, drainage system analysis, and possibly filling. If development is ultimately approved, it should be compatible in type and density with nearby planned uses.

- *Progressive Erosion Control and Stormwater Management:* The City should practice and require progressive stormwater management as the planning area develops. An early step should be to develop a comprehensive stormwater plan for the entire drainage basin, and a stormwater management ordinance to implement that plan. Overall, post-development stormwater runoff should not exceed pre-development levels—both in terms of water quantity and quality. Various techniques may achieve that goal, including overland water transfer, maximum impervious surface ratios for development sites, natural landscaping, and site or regional detention basins. The plan map identifies conceptual areas for regional stormwater detention, based on an analysis of drainage patterns and low points.

- *Expansion of Indian Mounds Park:* The map suggests the expansion of Indian Mounds Park to both the southwest and north. Additional parklands to the southwest would help buffer the existing intact mounds already in the park, and would include lands underlain by other degraded mounds. Additional parklands to the north would include attractive wetlands and woodlands and could provide space for a playground, playfield, and trail. To implement this recommended park expansion project, the City may have to purchase lands north of the existing park boundaries through use of park fees collected from other projects, State Stewardship grants, and/or other funds. At least some of the lands southwest of the current park boundaries may be obtained through dedication from future adjacent private developments.

*The Plan suggests the need for active recreational spaces.*

- *Acquisition of a New Community Park:* The map suggests the future acquisition and development of a new community park near the north edge of the planning area. This follows through on a recommendation in the City's *Park and Open Space Plan*. That community park would include parkland already dedicated from the Park Crest subdivision and other environmentally constrained lands. The park is shown to also include some "upland" areas for active recreational uses such as ball fields, a playground, picnic facilities, and paths. The park should also provide good access and parking for cars from surrounding neighborhoods. As shown, the planned community park would be 30+ acres. However, the future boundaries are somewhat imprecise at this point. In cooperation with affected

property owners, the City should prepare a detailed park master plan to finalize boundaries and future park uses. Some of this future community park may be obtained through developer dedications or donations, but other pieces may have to be purchased via park fees collected from other projects, State Stewardship grants, and/or other funds.

- *Development of Off-Street Bike and Pedestrian Path System:* A key recommendation of the 2000 *Comprehensive Bikeway Plan* is eventual development of a loop bicycle and pedestrian path around the City. The western leg of that path would run through the *WWNDP* planning area, with the possible route depicted on the map. The selected path should take advantage of the local terrain to highlight land formations and points of interest. Trail heads near roads should be well marked, and connector paths into adjacent neighborhoods should be provided. Detailed alignment decisions would be made before construction based on the terrain and environmental constraints. Also to be determined is how the crossing of West Main Street would be handled. A path underpass appears to be possible, and should be designed into any future reconstruction of West Main Street (Existing Highway 12).

## C. Land Development

The plan map presents a relatively diverse planned land use pattern with a mix of different future uses and densities. The following text provides additional detail on the recommended character, density, and design of the six major future land use designations depicted on the plan map. All future uses depicted on this map should be provided with municipal sewer and water services. The City should work with the towns and counties to prevent large-scale, premature rural development projects in this area.

1. Single Family Residential

   Several large parcels in the interior of the planning area and on its far northeastern edge are planned for *Single Family Residential* use. In general, these areas lie beyond more intensive land uses proposed along major roads. Where proposed single family lots would back onto the Highway 12 Bypass right-of-way or existing Highway 12, the subdivider should provide deep lots, with a bermed and landscaped bufferyard in the rear yards. Large parcels west of the Bypass and Cold Spring Road—shown as *Future Residential* on the map—should be reserved for long term single-family development using public sewer and water. Intensive, premature rural development, like rural subdivision plats, should be avoided in these areas. The "Future Residential Areas" shown near Cold Spring Road (a Rustic Road) may be well-suited for "cluster" or "conservation" subdivisions, in which rural character is preserved by including significant areas of common open space when land develops.

   *Example of small home demonstrating new community design principles.*

   Planned *Single Family Residential* areas have been laid out to exhibit "new community design" strategies, described earlier in this report. These include interconnected roads, sidewalks, and neighborhood parks and open spaces. The City

should also promote building styles designed to provide a high-quality living environment and promote neighborhood interaction. Houses should be well oriented to the street, and building facades should be articulated through the use of such elements as porches, dormers, gables, chimneys, and ample window openings. "Thrust" garages should be avoided wherever possible. Ideally, garages should be either recessed, side-loaded or placed behind the dwelling (detached).

Planned *Single Family Residential* areas should generally be zoned R-1 or R-1X One Family Residence District.

2. Mixed Residential

Planned *Mixed Residential* areas are appropriate for two-family and multiple family residences, including condominiums and apartments. *Mixed Residential* areas are also appropriate for retirement or elderly care communities, including medical and other services for residents. In general, planned *Mixed Residential* areas are located near major street intersections, commercial areas, and the University campus. Recommended maximum development densities and building sizes for the various *Mixed Residential* areas are depicted on the attached map.

The main areas planned for *Mixed Residential* development are described in greater detail below:

- *University-oriented Area: Mixed Residential* areas near the University are planned for development densities of 10 to 15 units per net acre, not including the adjacent *Environmentally Constrained Lands* shown on the plan map. Such development densities are appropriate given existing land uses in the area and the significant amounts of land that should remain in open space in the southern parts of these parcels. Care should be taken to assure that such housing is creatively integrated into the neighborhood. The design of sites, landscaping, and buildings should be aesthetically pleasing. Monotonous building facades and box-like buildings typical of "student housing" should be avoided. The City should emphasize the use of PCD Planned Community Development zoning for these areas to achieve desired site and building designs.

- *Central Mixed Residential Areas:* These areas are mainly located south of West Main Street along Pearson Lane extended, but also include lands south of existing Highway 12 east of its proposed intersection with "University Avenue." These areas should be developed at densities not exceeding eight units per net acre, not including adjacent *Environmentally Constrained Lands*. Maximum building size should be four units each. The City should emphasize owner-occupied condominiums and townhouses in these areas. Developments should be oriented to take advantage of views of adjacent parks and natural areas, without restricting access to natural areas for others. Where lots back onto major streets, a landscaped bufferyard should be provided. The zoning districts most appropriate for these areas include the R-2 One and Two Family Residence District (allows 4-unit buildings as conditional uses) and PCD district.

*Residential developments can be oriented to open spaces without blocking them.*

- *Highway 12 Bypass Mixed Residential Area:* The final *Mixed Residential* area is planned for lands southeast of the proposed intersection of the Highway 12 Bypass and Tri-County Road. This area would be appropriate for two to four story "garden" apartments not exceeding a development density of ten units per acre. *Mixed Residential* development of this area would be compatible with residential uses to the south, and is consistent with a desire to not "over-retail" the City's west side. A small neighborhood park should be planned within this *Mixed Residential* area to serve surrounding development. Appropriate zoning options include the R-3 Multifamily Residence District or PCD district.

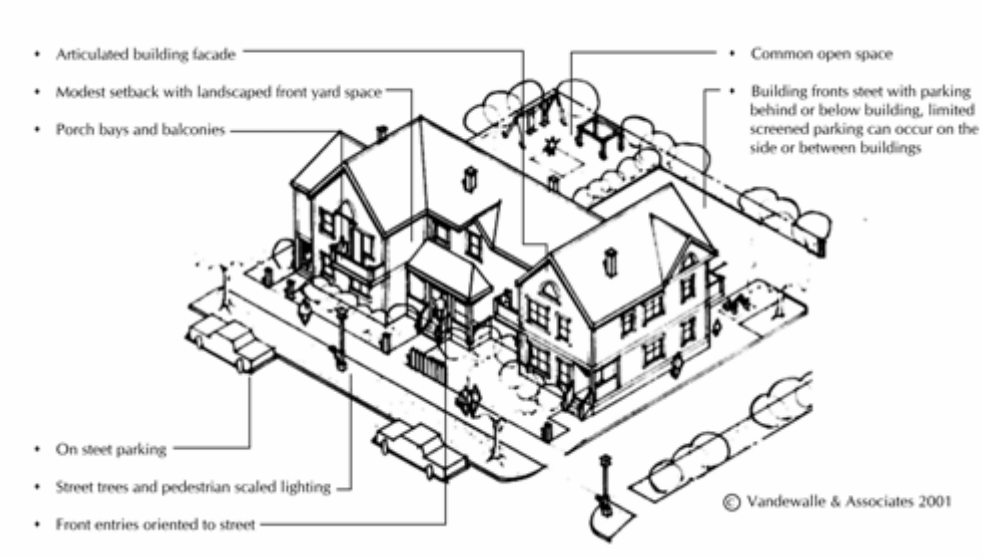
The following design guidelines should be applied within each of the planned *Mixed Residential* areas shown on the map:

- Incorporate architectural design that fits the context of the surrounding neighborhood. Particularly in areas near the center of the planning area, encourage layouts where buildings appear as a grouping of smaller residences.
- Promote use of brick and other natural materials on building facades.
- Avoid monotonous facades and box-like buildings. Incorporate balconies, porches, garden walls, varied building and facade setbacks, varied roof designs, and bay windows.
- Orient buildings to the street with modest front yard setbacks, bringing street-oriented entries close to public sidewalks to increase pedestrian activity. Include private sidewalk connections.
- Locate dumpsters and other unattractive uses behind buildings and/or screen them.
- For parking lots and garages, (a) locate garage doors and parking lots so they are not the dominant visual element; (b) screen parking areas from public view; (c) break up large parking lots with landscaped islands and similar features; (d) provide direct links to building entrances by pedestrian walkways physically separated from vehicular

movement areas; (e) large parking garages are undesirable, but where necessary, break up facades with foundation landscaping, varied facade setbacks, and recessed garage doors.

- Provide generous landscaping of sufficient size at time of planting. Emphasize landscaping (a) along all public and private street frontages; (b) along the perimeter of all paved areas and in islands in larger parking lots; (c) along all building foundations; (d) along yards separating land uses which differ in intensity, density or character; (e) around all outdoor storage areas such as trash receptacles and recycling bins (also include screening walls in these areas); (f) around all utility structures or mechanical structures visible from public streets or less intensive land uses.
- Provide on-site recreational and open space areas to serve the needs of residents.

*One example of a desirable "Mixed Residential" design.*



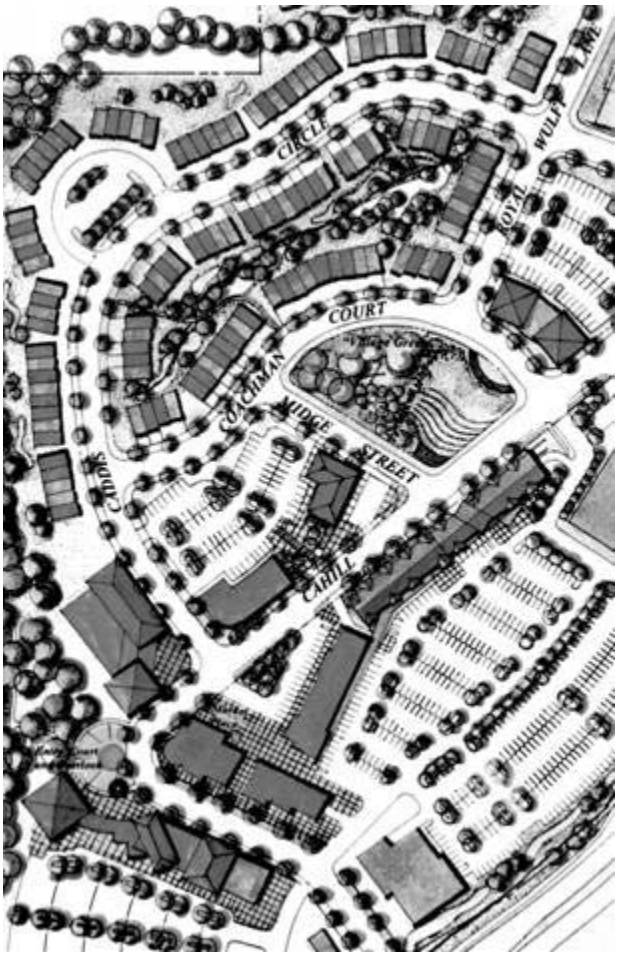

3. Planned Mixed Use

The *Planned Mixed Use* land use designation is designed to facilitate a carefully controlled mix of business, office, residential and/or institutional uses. As its name implies, this designation is intended to allow a wider variety of land use types and relationships than might otherwise occur under a single-use designation. However, given this flexibility, development approvals within these areas should only be granted after submittal and public review of unified, high-quality, detailed development plans. If developed incrementally, the individual pieces should be in accordance with a well-conceived plan for the entire area. These areas should not be "pre-zoned" without a specific development proposal simultaneously submitted.

A parcel of approximately 25 acres in the central part of the planning area has been designated for *Planned Mixed Use* development, with commercial uses probable for lands near West Main Street. The map includes two smaller *Planned Mixed Use* sites, including one southwest of the intersection of Indian Mound Parkway and West Main Street and the second east of the planned intersection of West Main Street and the proposed University Avenue. Due to their proximity to single family residential areas, these two smaller *Planned Mixed Use* areas are most appropriate for office or multiple family residential uses, rather than intensive retail or commercial service development. Within all *Planned Mixed Use* areas, development projects should not be laid out to restrict access or provide unattractive views for future developments behind them or along West Main Street.

Site layouts, development scale, and building groupings should be designed to promote the proper relationships between different land uses. Properly conceived, a *Planned Mixed Use* area may resemble a small village, where residents of the development can comfortably walk to work or shopping. Residential development densities in the *Planned Mixed Use* areas should not exceed eight units per acre, and adequate recreational space should be built into residential components of these projects. Development should meet the design guidelines applicable in *Mixed Residential* and *Community Commercial* areas, as appropriate. The City should emphasize the use of PCD Planned Community Development zoning for these areas to achieve desired designs.

*Example of "Planned Mixed Use" project layout.*




4. Community Commercial

   The *Community Commercial* planned land use designation is designed to accommodate moderately sized department and grocery stores and smaller retail, service, office, and restaurant businesses. Areas of planned *Community Commercial* development are focused along West Main Street east of the creek crossing, and northwest of the proposed University Avenue. These include possible infill and redevelopment parcels. The *Community Commercial* designation encourages shopping for the entire community, with convenient access for nearby neighborhoods.

Planned *Community Commercial* areas are along a main gateway into Whitewater. Their overall design and site layout should reflect this high profile. The following design guidelines should be applied in the development of these areas:

- High quality landscaping treatment of bufferyards, street frontages, paved areas and building foundations.
- Intensive activity areas such as building entrances, service and loading areas, parking lots, and trash receptacle storage areas oriented away from less intensive land uses.
- Parking lots heavily landscaped with perimeter landscaping and/or landscaped islands, along with screening to block views from streets and residential uses.
- Parking to the sides and rear of buildings, rather than having all parking in the front.
- Signage that is high quality and not excessive in height or total square footage. Monument signs are the preferred type of ground signs.

*Monument signs are preferred on West Main Street.*


- Location of loading docks, dumpsters, mechanical equipment, and outdoor storage areas behind buildings and away from less intensive land uses.
- Complete screening of loading docks, dumpsters, mechanical equipment, and outdoor storage areas through use of landscaping, walls, and architectural features.
- Limited number of access drives along arterial and collector streets.
- Safe, convenient, and separated pedestrian and bicycle access to the site from the parking areas to the buildings, and to adjacent commercial developments.

*Separated pedestrian walkway in a commercial parking lot.*

- Illumination from lighting kept on site through use of cut-off luminaries.
- High quality building materials, such as brick, wood, stone, and tinted masonry, with a de-emphasis on corporate franchise architecture.
- Low reflectant, solid earthtone, and neutral building colors.
- Canopies, awnings, trellises, bays, windows and other architectural details to add visual interest to facades.

*Example of commercial building with architectural interest.*

- Variations in building height and roof line, including parapets, multi-planed, and pitched roofs and staggered building facades (variations in wall depth and/or direction).
- Materials on all building façades of similar quality as the front building façade.
- Central features which add to community character, such as patios and benches.

The preferred zoning district for planned *Community Commercial* areas is the B-1 Community Business District.

5. Highway Commercial

The *Highway Commercial* land use designation is designed for retail and commercial service uses serving both community residents and highway travelers. Most of these uses will be auto-oriented, such as gas stations, convenience stores, and fast-food restaurants. The noise and traffic impacts of such businesses suggest that they be located away from less intensive uses, such as single-family neighborhoods.

The map identifies planned *Highway Commercial* sites east of the proposed intersection of the Highway 12 Bypass and Tri-County Road. There is an existing motel north of Tri-County Road in this area. Access is proposed from Warner Road, which should be upgraded and realigned to the east when commercial development occurs. Such realignment would allow Warner Road to be extended north of Tri-County Road far enough from the Bypass intersection to meet wisdom access restrictions.

As the City's "front door," development within this area should be tastefully designed. Signs should not be allowed to clutter the landscape or present hazards to motorists. Perimeter landscaping should be used to tie the development together and soften its exterior. The City's B-3 Highway Commercial and Light Industrial District is appropriate for this area.

*Example of attractive highway commercial development project.*


6. Office and Related Uses

The *Office and Related Uses* planned area is intended as a comprehensively planned and developed business park setting, housing predominantly office, research, and some associated light manufacturing uses. It is not intended to accommodate heavier industrial, warehouse, and distribution uses or uses requiring a large volume of truck traffic.

A planned *Office and Related Uses* area is recommended for a tract northeast of the intersection of the Highway 12 Bypass and Tri-County Road. This site is well positioned to take advantage of access to the Bypass and the Madison area. Research uses oriented to and taking advantage of the University of Wisconsin—Whitewater could be promoted. A smaller area on the northwest side of the interchange may also be developed for this purpose in the future, but is outside of the present Sewer Service Area.

The main *Offices and Related Uses* area should be developed as a unified business park campus. The campus should be generously landscaped and present an attractive face on road frontages. Building heights and massing should be controlled. "Glass box," stainless steel, reflective glass construction, and other urban-looking buildings should be discouraged in

favor of architecture that relates to the local landscape. Parking areas should be well landscaped. Campus, driveway, and building entrances should be inviting and well-marked.

The City's M-1 Industrial District allows too many intensive industrial uses to be used in this area. The City should consider creating a new Office or Business Park zoning district to accommodate a controlled range of uses compatible with the recommendations of this planned land use designation.